Azim Ud Doula 19 years Founder member of the youth group YUVA. Kolkata, March 2007

"I first got to know about 'We Can' in February '06, at a Youth Club Development Programme at YUVA, where I was one of the organisers.

I had been interested in women's issues earlier. With the help of my mother, my friends at YUVA and I had started a Mahila Mandal in our locality. 47 women, many of whom had faced violence, had become members and we would help them to get in touch with organisations, police, etc. We however couldn't continue the process at that time.

When forming YUVA, in the back of our mind I think we felt that the girls were deprived and so we should help them. We also thought that two of us Arshad and I were good enough in ratio to so many girls. YUVA members Arshad, Ishrat and Shabba conducted the session in November 06. It helped me identify violence. For example, I realised that when working for YUVA we always divide the work stereotypically e.g. all the work that involved strength and power = boys.

The workshop also helped me identify very small things that I did at home; when me and papa used to discuss things, I always used to tell ma it was none of her business or she wouldn't understand. I now realise I am discriminating. I am trying to change and not do this.

I was also the typical boy who would change girlfriends at the drop of a hat. But now I believe that one should be truthful in a relationship and try and keep maintain it. Earlier often would jokingly tell Arshad that I would be the proud father of a 'boy' child and marry him off to Arshad's daughter. Now I feel even as a joke it's not right. I shall be proud father of a 'girl' or 'boy', it just doesn't matter!

I am trying to change myself in many ways. It's difficult to say that one can stop lying, but one can definitely try. I feel happy that now I can at least realise when I am discriminating. I also aim to create more and more Changemakers and reach the 'We Can' message to more and more people in new and innovative ways.

'We Can' has also given me this idea of Equal Relationships. I possibly always believed in equal opportunities and with the campaign it got reinforced. One of my aunts is facing violence at home. Earlier, I had superficially tried to help her out, but now I am determined to help her in more ways than one, help her come out of the situation or make the situation better at her home.

One of my female cousins had got a job but nobody at home was allowing her to take it up including her parents, grandparents. I barged in with the 'We Can' messages, even sang the song for them 'Dekh Cheye Dekh...' which surprised my grandmother!

'We Can' has become part of my life, our life at YUVA, its like eating sleeping..... It has become sort of a responsibility to keep thinking and talking about it anywhere, anytime!

I have spoken to papa about the campaign. I also want Ma to become a changemaker so that whenever she is talking to friends and relatives, she could also be talking about 'We Can'. I have spoken to each of my friends. I carry the 'We Can' bag everywhere, including a kit, talk to anybody and everybody.

Recently, a 'maulvi' had come home to read 'koran sharif'. While he tried to convince me to do namaj everyday, I persuaded him to become a Changemaker. It took a lot of talking to make him a Changemaker. I have made my younger brother and four of his friends Changemakers. They now understand equal relationships and after their board exams want to be actively involved in the campaign.

I use the 'We Can' song as my mobile ring tone. I have the 'We Can' film on my mobile, which I watch almost everyday. Every time I watch the film I get emotional. It also helps when talking to people.

As a group YUVA tries to take 'We Can' wherever possible. In January 07, we ran the "Airtel CII Run for your City Kolkata Marathon" where one could dedicate the run for a cause; we dedicated it to the 50 million missing women and ran with the 'We Can' banner and slogans. At one point there were many co-runners who were carrying the banner and had got involved. Some people who were with us during the marathon have come back to us wanting to organise programmes in their housing complex, school, etc.

We have formed a 'We Can' Community in the ORKUT site where people can place their views. One can also become a Changemaker if one believes in the Campaign, but has to make 10 others members of the Community.

We have also created Violence Against Women theme for mobile phones. The idea is that anybody can download and put in their phones (high end phones though!). I shall be going to a person who downloads ring tones, wall papers etc. for people and give him the VAW theme and the 'We Can' song ring tone which he could give to people free of cost.

As a part of UNICEF's Voices of Youth E-Forum, I have briefly discussed 'We Can' and intend to do more.

I used to believe that women and girls are fated to face discrimination and violence, and there is nothing much to be done. But now feel this can Change..."